

Business of **Agriculture**

Agriculture, Business & Management



Partner, Participate and Progress
Media Kit 2016

LB Associates Pvt Ltd – a leading B2B and an integrated publishing house based in Noida, Delhi NCR publishes a monthly agri-business magazine - **Business of Agriculture**.

Business of Agriculture is a Magazine on Business and Management of Agriculture. With about 180 million hectare of agricultural land, India holds the second largest agricultural land in the world. The challenge today is to produce more in less due to shrinking agricultural land area. Innovations and modern technologies play an important role in shaping the future of agriculture and its management. From a business point of view, an agriculture magazine dedicated at innovations, technology and future of agriculture, will be good source of information; to ignite discussion and highlight agriculture challenges.

Business of Agriculture magazine focuses on the state of agriculture business in India and abroad; latest agriculture industry trends; agricultural innovation at all levels; value add products; processing and packaging machinery and storage. The central and state governments' policies, schemes and its impact. Marketing agricultural produce, news & views,

Readership Profile:

- A content rich and information driven magazine
- Targeted audience with no wastage
- Read by policy and decision makers in government, business chambers and companies
- Read by agronomics & agribusiness professionals
- Dealers & distributors
- Young entrepreneurs and fresh fruits and vegetables companies
- Circulated at all major agri events

Contact

CEO & Publisher

Linda Brady Hawke

Email: info@lbassociates.com

Editor in-Chief

William Hawke

Email: info@lbassociates.com

Marketing & Advertising

Binoy Sahee

Email: info@lbassociates.com

L.B. Associates (Pvt) Ltd

H-108, Sector-63 Noida-201301

Tel: 91-120-4727108 (B)

2401282, 4727104

Fax: 91-120-2401108

Website: www.lbassociates.com

www.businessofagriculture.com

Forthcoming Events

- 3rd Agri Tech Africa 2016
- 4th Indonesia International Agriculture Machinery 2016
- FoodEx/Agri Tech 2016
- Farming Technology Expo 2016
- India cold Chai Show 2016
- Gulfood 2016
- Agrex-India 2016
- Aahar 2016
- AgriHorti Tech India 2016
- Agri-Asia 2016
- Packplus south 2016
- Agri-Tex 2016
- Rice Pro-Tech Expo 2016

Reaching out to Industries

The magazine will be circulated amongst all the leading agribusiness industries from agri-inputs to marketing companies, transportation to finished products; agri-research and academic institutions, financial institutions to dealers & distributors; policy makers in central and state governments to diplomatic missions, investment boards to NGOs and INGOs.

Total print run 20,000+ copies
 Frequency Bi-Monthly



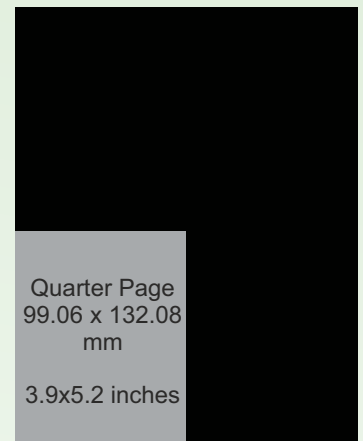
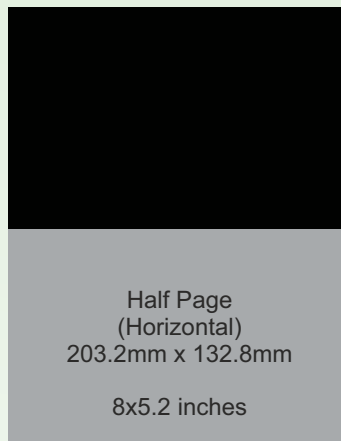
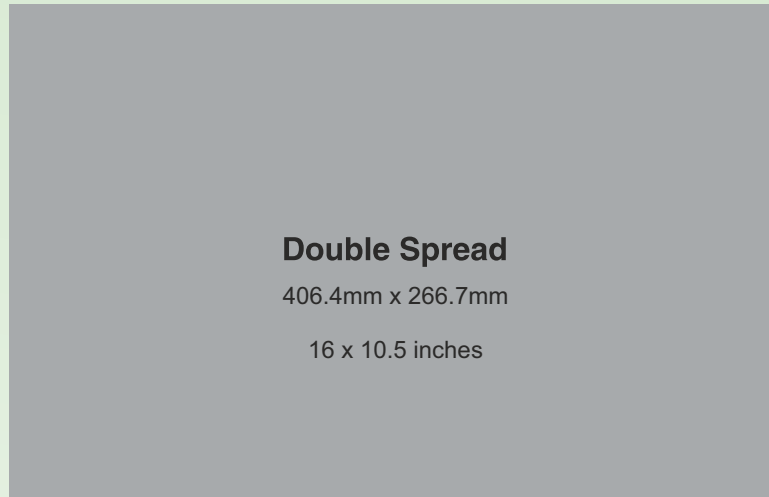
Circulation According to Region

- **East-10%**
- **South-36%**
- **Central-12%**
- **West- 30%**
- **North-12%**

Circulation Break up

- Agri Professionals and Agriculturists
- Business Heads of Refrigeration & Cold Storage Organisations
- Business Heads of Organic Product Companies
- Business Heads of agri product companies Tractors, Seeds, Fertiliser & Chemicals Industries
- Entrepreneurs & Heads of Fresh Fruits and Vegetables Companies
- Business Heads of Packaging, Processing and Cold Chain Industry
- Heads of Banks, Financial Institutions and Venture Capitalists
- Dealers & Distributors of Agriculture & Related Products
- Heads of Dairy Farming Industry
- Government Officials from Central and State Governments
- Agri Researchers, Academics & Agronomics
- NGOs & INGOs

Sizes



Advertising Dimensions

Double Spread	16 x 10.5 in
Full Page (With Bleed)	8 x 10.5 in
Full Page (Non Bleed)	7.5 x 10 in
Half Page (With Bleed)	8.1 x 5.2 in
Half Page (Non Bleed)	7.5 x 4.8 in
Quarter Page (With Bleed)	3.9 x 5.2 in
Quarter Page (Non Bleed)	3.6 x 4.9 in

Advertisement Tariff (Colour Ads)

Space Options	Amount (INR)	Size in Inches (Width x Height)
Back Cover	₹40,500/-	8 x 10.5
Front Inside Cover	₹45,000/-	8 x 10.5
Back Inside Cover	₹35,000/-	8 x 10.5
Premium Page	₹30,000/-	8 x 10.5
Full Page	₹25,000/-	8 x 10.5
Half Page	₹18,000	7.5 x 4.8
Quarter Page	₹11,000/-	3.6 x 4.9

Payment Details

Payment to be made in advance favouring to "L. B. Associates Pvt. Ltd." Noida

- 1). Demand Draft
- 2). Bank Transfer

Payment Instruction: Payment Transfer thru NEFT/RTGS

Beneficiary Name	L.B. Associates Pvt. Ltd
Bank	State Bank of India
Name of the Branch	Sector 62, Noida
Account No	Current Account no: 30387842273
Branch Code	05222
IFSC Code	SBIN0005222
MICR Code	110002422
Address of the Bank	Magtech towers,C-56/34, Sector 62,Noida-201301

**(Multi-city cheque preferred or add ₹20/- for outstation cheques)*

L.B. Associates (Pvt) Ltd
H-108, Sector- 63, Noida -201301
Delhi NCR, UP, India
Tel: +91-120-4727112/4727108
Fax: +91-120-2427108

Cheque/Demand Draft payable to LB Associates (Pvt.) Ltd.
Courier Charges Included